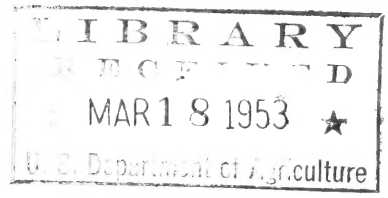


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STRAWBERRY PLANTS

1953 Season

FAIRVIEW FRUIT FARM
PIERCETON ● INDIANA

STRAWBERRIES

"The Universal Fruit"

We like to think of the strawberry as the most universal fruit; universal in that its adaptability to so many different soils and climates makes it available to so many people, and universal in that its flavor is so appealing to so many.

Can you think of anything that tastes better than those red-ripe berries fresh from the vine on a June morning? If you can, it must be the proverbial short cake at dinner, or the luscious fruit that delights your eye and palate coming from your freezer at Thanksgiving or Christmas time, six months later.

Where else can we find a fruit so usable in so many different ways—as fresh sauce, in short cake, as frozen fruit, as preserves, in pastries, in drinks, as flavoring in so many confections?

And, happily, as we think of this remarkable strawberry, it is not the wishful wandering of one's imagination on a winter evening. This wonderful fruit so appealing to everyone is so adaptable to climate that it is common in every state. It thrives on such a variety of soils that you may have it wherever you live. It is yours for the trying and the doing.

Strawberries come right down to earth, too. They will not only give you from your own garden great quantities of as delicious a fruit as the world knows, but they also offer excellent commercial opportunities. In these days of steadily rising production costs, the farmer with a relatively small acreage but with some extra help about his farm, may well find in strawberries a good opportunity to augment his income in a farm project which requires little capital outlay or costly equipment, but a quick cash return for his investment.

This booklet is written for the information of our customers. In it we have tried to give helpful hints on growing and handling berries, and as accurate descriptions as we can of the varieties we handle. The opinions expressed are not just ours alone, but represent the composite experience of the many growers that we contact. We think that what we say will go along pretty well with your own ideas.

OUR CUSTOMERS SAY . . .

May 22, 1951

"I want to congratulate you for the fine quality of high grade strawberry plants you grow and process on your strawberry farm. I have been buying strawberry plants from you for the past eleven years, and in that time I have bought more than three hundred thousand plants, and have always received extra nice plants, prompt service, and courteous treatment.

"I can highly recommend your firm to any one wanting the best in strawberry plants.

"Thank you for everything."

Ottis Crawford, Rushville, Indiana.

Rising Sun, Indiana

April 8, 1952

". . . The 600 strawberry plants arrived a few days ago in good condition. I had the ground ready and about the time the plants came we had three-fourths of an inch of rain, which made an ideal condition for setting. The count on the plants was good and the roots large, and every plant showed signs of life and vigor."

John R. McConnell.



It is our business to give you the best plants you can get anywhere, at prices and with service that will please you. We are especially pleased when our customers come here for their plants. You can then see exactly what the plants are, and how they are handled all along. Long delays in transit are eliminated, and plants are fresh and moist.

Our plants are grown on deep, rich, well-cultivated soil. The roots are heavy and long, white and vigorous. The loose soil enables us to retain on the plant the many long, fibrous roots so often lost in digging on heavier soils.

Our plants are hand dug and immediately moved indoors for cleaning, sorting, counting and tying. There the old runners and dead leaves are removed, small and other questionable plants discarded. Roots are straightened, and plants tied in a nice bunch of twenty-five, full count, easy to handle, ready to set. **Just the best cleaning and sorting job you ever saw.**

Our plants are carefully packed in moss for shipment, guaranteed to reach you in good growing condition. Small orders are wrapped in water-proof paper, large orders in securely bound crates.

We are growers of plants, not jobbers. Our prices are farmers' and growers' prices, low enough for the commercial grower or for your garden, high enough to enable us to maintain our high standard of quality. Compare our quality, compare our prices.

We are more than content to let our business rest in the hands of our customers, and depend upon their good will. In almost every strawberry growing community in states close to us are people who have successfully used our plants. **Upon request, we will send you the names of some of those customers. Maybe they are your friends, too.**

* * *

Clayton, Ohio
May 20, 1952

"... These plants were in excellent condition when we received them, and they were the nicest plants we have ever had. Thank you for the nice plants."

Sincerely,
Robert Doolos.

GROWING STRAWBERRIES

SOIL AND CLIMATE

While the choice of anything from the sand of Florida to the heavy clay of southern Indiana gives us plenty of leeway, we do rather prefer a sandy loam because it is more easily worked. And while the climatic range in our country is from the Gulf states to the Dakotas, we think of our strawberry belt as extending from Tennessee and Arkansas to Wisconsin and Michigan.

Whatever the type of soil, it must be high in fertility and humus content. This condition is difficult to reach in one year, but should be attained in the years before being used for berries by the use of barnyard manure, legumes, fertilizers, green manure crops, and other practices familiar to good farmers.

Fall plowing is a good step in plant bed preparation. Certainly the soil must be well worked down to eliminate all clods, and to make the plant bed firm but friable. It is best not to have had the ground in heavy sod the previous year on account of cut worms and white grubs. These pests may do a great deal of damage in early season by eating off the plants at ground level.

Extensive experiments have shown that berries do best on a soil that is slightly acid. Technically, we say that a pH of 5 to 7 is most satisfactory.



COMMERCIAL FERTILIZER

Used wisely, commercial fertilizers help materially in berry production. For plant growth in the new patch, fertilizers may be handled in two ways — (1) by heavy application, say 1000 pounds or more per acre broadcast and worked into the soil before transplanting, (2) by at least two side dressings of about 250 pounds per acre each. We rather prefer the latter method as requiring less fertilizer and giving more immediate benefit. Any good complete fertilizer, say 3-12-12 is all right.

We also like an application of some 250 pounds per acre right in the rows in early September when the next year's berries are beginning to form.

Spring application of fertilizer of high nitrogen content must be relatively light, and should be undertaken extensively only after considerable experience. Applications that are too heavy may cause a top growth too heavy for fruiting.

PLANT SPACING

Fruiting rows in commercial fields should be spaced at about four feet. In small plantings this distance can be held to three and one-half feet.

The distance apart in the row depends upon the ability of the variety used to make runners. We set such kinds as Premier, Fairfax and Chesapeake about eighteen inches, varieties like Temple, Catskill and Dorsett about two feet, and such free running kinds as Blakemore, Robinson and Dunlap will generally make a good row if set as far apart as thirty inches.

The number of plants required per acre therefore depends upon the variety used. From the above spacing, it will take slightly more than 7000 plants for an acre of Premier, Fairfax, Chesapeake or Mastodon. 5500 plants will set an acre of Catskill, Dorsett, Aroma, Big Joe or Gibson, while Robinson, Blakemore, Dunlap need about 4500 plants.

We favor the matted row system for the best and cheapest production, but strawberries will not do well in size of fruit or in total marketable fruit if the plants are too close together. By matted row we mean a row twelve or fourteen inches wide with the individual plants about four inches apart in the row. If the year's growth leaves them closer, the smaller plants should be rigorously thinned out.

CHOICE OF VARIETY

The choice of variety to be used is extremely important. Too many nurserymen praise all varieties of berries without discrimination, so that the beginner especially is hopelessly confused by the catalogue. In this booklet we have tried to point up the difference in varieties, and the special field to which each kind is adapted. Read carefully the descriptions.

Choose for the greater part of your plantings the kinds that have been successful for other people, while experimenting with the new kinds in smaller plantings. Be particularly careful about selecting a kind recommended by only a few nurserymen, and these at a high price. Don't be a sucker for promotional schemes.

TIME FOR SETTING

Time and again we see the importance of early setting of nursery stock, especially strawberries. This work is something that cannot be put off. Transplanting should be done as soon as the ground is in condition to work. When you should be making garden you should be setting your berry plants.

There is stored up in the strawberry plant in its dormant winter condition a great amount of energy to be used in the first growth of spring. Plants should be re-set while still dormant so that this new growth takes place after transplanting. After the new spring leaves have come and blossom buds are out, the plants have exhausted their stored energy and re-setting is a great shock if not fatal to them.

Here lies the great advantage we can offer in Northern plants. By April 15 in most seasons plant growth is just starting and the plants are in fine condition for transplanting, while southern plants have already blossomed and are far beyond the resetting stage. Northern growers cannot meet southern prices on account of higher wages and different working conditions by reason of colder weather, but hardiness and difference in stages of growth are far greater factors. See that your plants are Northern Grown.

We DO NOT offer plants for fall setting.

TRANSPLANTING

Strawberries are transplanted successfully in many ways, and with a variety of tools. For small patches, a garden trowel or small spade is very handy, while for large plantings the machine transplanter does a very excellent job. **Just fan the roots out as much as you can in the moist dirt of a deep hole or trench, SET THE PLANT AT THE HEIGHT IT ORIGINALLY GREW, and press the soil firmly around the roots. Don't bunch up the roots in the ground. Don't leave air pockets. Don't puddle the ground around the plant by working it when the ground is too wet.**

Each spring a new set of roots starts from the crown of the strawberry plant, and in case of the one that is new set, the crown must be in the moist dirt or the new roots will not start and the plant cannot thrive. If the crown is covered, it will turn yellow and finally rot. Hence the importance of depth in setting.

If the roots of the plants are too long, we cut them back to a length of about five inches. Just for convenience in handling—it doesn't make any difference in growth.

We never bother to use water in re-setting if it is done when it should be—early. It is a good practice, though, in case of very late setting.

CULTIVATION

Cultivation should start soon after the plants are set, and continue throughout the growing season. Any of the many kinds of good cultivators found on most farms will do most of the work if used often enough, but hoeing is indispensable. Keep the weeds down, keep the soil loose and friable.

In dry seasons it is often necessary to imbed the runners in the damp underneath soil to enable them to take root early and develop a good root system. The first runners should be encouraged to take root, for they will make the largest and heaviest plants, and do best in the next fruiting season.

All blossoms should be clipped off in the new patch as soon as they are well formed, and from everbearers until the plant is thoroughly established, about July 1st.

MULCHING

Mulching should be done in the fall as soon as possible after the summer's growth is finished — before really severely cold weather.

What to use and how to apply it can best be decided with the purposes of mulching in mind — (1) to prevent winter damage from excessive cold when plants are unprotected and from alternate freezing and thawing, (2) to conserve moisture in the bearing season and keep the soil in better condition, (3) to keep down weeds, (4) to keep fruit clean, (5) to retard growth somewhat in early spring, thereby lessening the danger from early frosts.

We generally use wheat or rye straw, mulching to a depth of about three inches and requiring something less than three tons for an acre. Other good materials are shredded fodder, spoiled ensilage, cane pumice and saw dust, especially since they contain no weed seed. Such material as clover buffins is poor because of weed, grass or clover seed. For the same reason it is a poor practice to top dress a berry field after the plants are grown, unless you are very sure there are no grass or weed seeds in the material used.

Early in April you must go along the row and lift off just enough of the mulching material to allow the new strawberry growth to show through.

RENOVATING OLD FIELDS

Renovating an old field and preparing it for another year's fruiting is often one of the toughest problems a grower has. Every patch is its own problem, and no set rules can be given for the job. We generally think that a patch should be fruited for two years, and that thereafter it is a better plan to have a new fruiting bed.

After the fruiting season is done, we go along on each side of the row with a tool of the roto-tiller type. This cuts the width of the row to about six inches, effectively stirs up the ground between the rows, and destroys most of the weeds. A good hoeing then leaves the patch in very good shape. The whole process is repeated once or twice in the summer season, and the row is allowed to grow to a width of twelve or fourteen inches.

CARE OF PLANTS ON ARRIVAL

Much of the success of your whole strawberry project depends upon how you handle the plants after they are in your hands. Do not neglect them when they reach you. Do not let them lie in the express office until you happen to get to town, or set the packages back in the corner until you have time to open them some day. Strawberry plants are green, growing things, and are perishable. If confined too closely too long where it is warm they will heat. If allowed to dry out they are ruined.

We guarantee our plants to reach you in good growing condition, but we must be notified within five days after they are in your hands if there is anything wrong. Any faults in the condition of the plants will be immediately apparent, and we must disclaim further responsibility unless notified at once.

We will write you when the plants are shipped, so that you can keep in touch with your express agent or postmaster and get them as soon as they arrive. **They should then be reset as soon as possible.** Just before transplanting, dip the roots in water, even soak them in water for two or three hours if they are at all dry.

In any case, unpack the plants at once. If they can be held in a cold storage at a temperature of about 30, they will keep all right indefinitely. On no account allow them to heat, as they are then irreparably damaged. If no cold storage is available and they must be kept sometime, heel them in. That is, dig a deep, narrow trench, break the bundles, set the plants along in the trench just touching each other and cover to the crown with moist earth. This handling should save them in good shape for at least ten days or two weeks.



We are glad at any time to answer any questions not covered above, and have a very personal interest in your success with our plants.

FAIRFAX

Fairfax has won the same place in the garden that Premier has in the commercial field.

A Premier cross, Fairfax resembles this parent rather closely in the general appearance of its foliage. The leaves have the same cupped features, are just a little darker in color. The plant is larger, however, in every way. The crown is very heavy, the roots are large and long. The leaves are wide and stand far above the ground. The blossoms are large, the fruiting stems high and heavy.

Fairfax berries are smooth, big, fancy, dark red beauties, just the kind you like to show to your friends in the field, the kind you like to take from the locker or freezer for Christmas dinner. Very well adapted to freezing.

The seeds are large and rather prominent, bright yellow, and enhance the appearance of the dark red fruit. The taste of the berry is not often excelled, about the last word in strawberry flavor. Quite firm, too, for reasonable handling. Just the kind of berry you want for your own use or for fancy local trade. If you are setting Premier for commercial purposes, try to have a few Fairfax for your own table.

While the Fairfax berries are larger and sometimes more attractive in appearance and tastier to some people, not nearly as many berries will be set, and the total yield is not high.

* * *

March 6, 1952

" . . . I am ordering some more of your strawberry plants. I never saw such lovely plants. I have been using your plants for a number of years now, and have never received a bad one yet."

Mr. Jack Hanson, Anderson, Indiana

* * *

February 26, 1952

" . . . I have bought a good many strawberry plants from you, and have always found them in fine shape when received. They have had fine roots and start growing at once."

Mr. C. A. Dunn, Oakfork, Indiana

PREMIER

"Best and Most Popular Berry"

Ever since its introduction more than thirty years ago, Premier has been "Mr. Strawberry". On the real basis of year in and year out production of good quality, attractive fruit, and total yield of marketable berries Premier stood alone in the northern part of the country until the advent of Robinson.

On the huge Benton Harbor berry market we saw thousands of crates sell—but there were only two varieties, Premier and Robinson. In the berry fields where berries were being prepared for the processors, Premier was being used in at least three out of four cases.

The Premier plants are large, deep and heavily rooted. This variety is not a prolific plant maker, but the good grower has little trouble in getting a good row. The plant population may be better in fact than for many varieties whose plants may get too thick for best fruiting. The foliage is light green, leaves definitely cupped, practically free from foliage diseases, and close to the ground to give added protection to the fruit.

The fruit is large, bright red, getting darker when full ripe. It ripens uniformly, and a bright green cap adds to the attractive appearance in the baskets, helping to sell them at the higher price which the quality of the fruit merits.

The primary berries are liable to be cock's-comb in shape, with the later ones longer and more conical. They are firm in texture, too, keep well on the vines, and hold pretty well after being picked, which feature adapts them to reasonable handling and hauling.

No berry is frost proof, but Premier is often spoken of as such because several fruiting stems appearing in sequence on each plant practically insure a sizable crop in case of out-of-season frost at any time.

Premier is quite acceptable for table use, therefore for your garden, and for the commercial grower we recommend it without reservation. **It is the standard of comparison for all other kinds.** It is highly significant that Premier is one of the parents of practically all of the good new kinds, such as Catskill, Fairfax, Robinson, Dorsett, Blakemore.

ROBINSON

(Scarlet Beauty)

It seems now that this great berry will do well wherever Premier can be grown. It is of the same general type—light green, cupped leaves. Robinson plants, however, are deceptively small to produce such a large berry, and they run so freely that they may grow too thick in the row unless carefully watched. Robinson starts to ripen about a week later than Premier.

The berry is the largest we know. It is smooth-skinned, glossy, bright red, with the prominent yellow seeds and bright green cap that make such an attractive appearance. The first berries to ripen are liable to be green on the under side, but later in the season they ripen quite uniformly.

The flavor of Robinson is smooth and mild—wonderful for dessert, and very fine for freezing. We use this variety exclusively in our own freezer.

We recommend Robinson as a commercial berry, and you will like it in your garden, too. The kind of fruit you will take pride in showing to your friends.



CATSKILL

Catskill is one of the best commercial varieties. The foliage is vigorous and healthy. The plants are large, strong and rugged. They run freely, and easily attain a good row. The flower stalks are heavy and stand high, blossoms are quite large.

Primary berries are liable to be rather deeply furrowed and have a generally rough appearance. Later ones are smooth and round. They are quite large, bright red at first, shading darker with full ripening and after picking. They are firm and solid, too, as good as Premier in this respect. All right for ordinary handling and hauling.

Catskill is a good main crop, commercial berry. The total yield is usually high, especially in case of rains in proper season. Ripening about a week later than Premier, Catskill becomes a choice kind for supplementing Premier and extending the fruiting season.

DORSETT

Dorsett is a strong grower and a heavy plant maker. Normally it easily makes a good fruiting row. Sometimes, indeed, the plants become too thick. The leaves are drooping and roughly veined, the foliage generally quite dark.

The berries are quite large, a little brighter than Fairfax, but resembling it closely, with bright, prominent seeds.

The flavor is exceptionally good, in fact, it is difficult even for the experienced grower to distinguish between Dorsett and Fairfax at fruiting time.

When weather conditions are good, Dorsett is just about tops in strawberries. However, it seems to be very vulnerable to adverse conditions. It seems quite susceptible to frost as well as dry weather. Dorsett is a weak pollinizer, too, and partial pollination may cause small and knotty fruit. It is not a consistent bearer.

BLAKEMORE

Blakemore is probably grown on more acres than any other variety, especially in the South, where it has met the need of productiveness and firmness for shipment for long distances.

It is a fine runner and prolific plant maker, often requiring thinning for best production. A sort of rough and ready variety which does well in spite of neglect and abuse. The foliage is light green, with the cupped leaves of Premier.

The fruit is of good, even size, smoothly rounded, with a fairly attractive appearance. It ripens uniformly, medium early. Quite tart, firm and solid. Probably the best shipping berry there is, and a pretty good yielding kind, too, if the plants are not too thick. The firmness of this variety makes it a prime favorite in the South, but we have seen many good patches this far north. Some local growers like it as well as Premier.

It is a pretty good kind to be growing if you cannot get over the field when it should be picked to-day. Those firm berries will hold well until to-morrow.

With us, the quality of this berry has not been as good as we like to have. It is quite tart, without the redeeming feature of rich flavor. It is also susceptible to "yellows" which is liable to develop at any time, in spite of most careful selection.

AROMA

Aroma is an old variety, grown in certain localities for many years. It has been used especially in the region around Pekin and Borden, Indiana, where it was long a favorite on account of its ability to stand car refrigeration. Some growers still like it there, possibly for the more or less sentimental reason that it used to do well for them.

The foliage is light green, and a good fruiting row is easily obtained. The plants are rather small, the roots rather short, and top leaves die down sharply in winter.

The fruit is large, nicely rounded, bright red, with deliciously aromatic odor and flavor, hence the name Aroma. A nice glossy berry with bright green cap and attractive appearance.

Ripens about a week later than Premier. The fruiting season is generally short, and the yield rather disappointing.

TEMPLE

"Red Stele" is becoming in some strawberry growing centers a very serious threat to the whole industry. In this virus disease the stele, which is the duct in the center of the root and normally white in a healthy plant, turns a reddish brown and dies. The top of the plant is thus cut off from all nourishment, withers and dies. This seems to occur just at bearing time, and in many cases a very nice prospect for fruit has been ruined within a very few days.

The grower has two alternatives—plant disease-free plants on clean ground, or use only those varieties which are resistant to "red stele." Several kinds are showing this property, with Temple the best of the group.

Temple is a nice variety to grow. The plants are large and very vigorous. The foliage is heavy and dark, the leaves large and tall. It is a good plant maker, and the rows generally look very pleasing. The fruit will run large and rather dark, especially when full ripe. They have a pretty good dessert quality, and are at the same time firm enough to handle commercially.

We do not think that Temple is in the same class with Premier, Robinson and Catskill as a commercial berry, but may hold up much better against the inroads of red stele. In berry sections that have had trouble, this variety is certainly worth a trial.

CHESAPEAKE

In Chesapeake we have the answer to the inquiry we get several times each year — "What is your best late berry?" It has been grown for many years, and has many warm friends.

The berries are rich red, with bright yellow seeds and a nice green cap. Not as many berries are set as in some varieties, but they are quite nice in size. Very good for flavor, very good for quality, very nice to handle.

However, Chesapeake is not a hardy kind. It requires good drainage, the foliage is a little thin, it is not a good plant maker, it may be susceptible to winter damage. It is therefore adapted to fancy local trade, for your own garden, rather than for ordinary commercial purposes.

SENATOR DUNLAP

This is the great old variety too well known to strawberry lovers to need lengthy description, as it has been a popular favorite for a great many years. It is a hardy grower and a prolific plant maker, the sort of rough and ready variety able to take a lot of abuse and still come up with a good crop.

The berry is medium sized, dark, very rich in flavor, very good for your garden. Not a good commercial kind because the berries are too dark after standing and they are apt to run small in late season. We may be partial to Dunlap because it was the main crop berry when we first really got acquainted with strawberries more than forty years ago. We still think that it is the richest flavored, highest quality berry you can have, used any way you like.

Mid-season in ripening, just a few days later than Premier. Try this berry on fertile, moist soil, keep the plants well thinned, and discover strawberries at their luscious best.

BIG JOE

Big Joe is a good old variety that some growers have been using for years. The plants are big and heavy, with light green, drooping leaves. The blossoms are large and bright, the fruiting stems long and heavy. Not a real heavy bearer, but bringing all the fruit to suitable size.

The berries run large, bright red, very attractive, and of very good quality. Firm enough for reasonable handling.

Big Joe is rather susceptible to frost injury. We do not consider it the equal of some other varieties, **but some people who have grown it for years will take nothing else.**

GIBSON

Gibson is a variety grown for many years by some people for whom it has done extremely well. We have seen some very fine patches of this kind, and can well understand why it still has so many friends.

It is a hardy variety, a prolific plant maker. Leaves dark, with almost a purple tinge. Plants have especially long, fibrous roots. Blossoms large, fruiting stem heavy. Many berries are set, and the yield is very good. Ripens about ten days later than Premier. Berries are rather tart, and the quality not nearly as good as we like.

MIDLAND

Midland would be one of the best and most popular varieties of berries if it would make more runners. In too many cases a good fruiting row has been so hard to obtain that the yield has run low. For this reason we do not recommend it for large plantings, or as a commercial kind. It is a kind made to order for a grower who likes the fancy berries produced by the hill system.

Midland berries are very good in quality, and large. Firm enough for ordinary handling. Bright red when first ripe, becoming darker later. A prime favorite for freezing.

LATHAM RED RASPBERRY

Latham is without question the best of the red raspberries. It is comparatively disease free and winter hardy. Adapted to all soils and climates, it grows vigorously and makes a good row of strong, heavy canes.

The fruit is a brilliant red, sweet and highly flavored. The fruiting season starts about the time when the black caps are finishing bearing, and extends over a long period.

The high quality of this berry fits it for smaller plantings for your own use. Heavy yields of beautiful fruit makes it a good commercial kind.

No. 1 Plants, 25—\$1.50; 100—\$5.00, not prepaid.



EVERBEARERS

For many years we have been very dubious about the culture of everbearers, and in fact have advised against their use in many cases. We had observed too many failures. Many were "near misses", to be sure, but still very doubtfully successful. Also, varieties showed a tendency to "run out". This came about from the fact that the plants that made the most runners made fewer berries, and the plants that bore heavily made relatively few runners. Thus in propagation of the variety by new plantings, the plants used were generally from the lines which bore least.

However, recent very successful experiments at the Ohio experimental station at Wooster have completely changed the picture and showed how anyone can have an abundance of fresh berries throughout late summer and early fall, with relatively little expense and trouble.

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The planting pattern is as shown in the accompanying diagram. The plants are set 1 foot apart in rows 1 foot apart. Three or four rows are set, then enough space is left to walk through, and another group of rows are planted, and this pattern is continued through the patch.

Cultivate the plants once and hoe out remaining weeds. Then cover the entire planting to a depth of 1 to 1½ inch with saw dust, and maintain this mulch throughout the summer. Use the hill system, that is, cut off all runners as they start and keep for fruiting just the plants that were transplanted in the beginning. If no sawdust is available, ground corn cobs will do almost as well.

This method has generally been very successful in producing real crops of very beautiful fruit. Sometimes, in cases of extremely dry weather, it is a good plan to add some water for irrigation, but in most cases the saw dust mulch has held the moisture quite well.

We do not recommend this manner of culture as a commercial proposition, but as something you can use in a smaller planting to very good advantage.

Since most everbearing plant sales are in relatively small numbers and do not involve large sums of money in single sales, too many different varieties have been the subjects of promotional schemes by a few nurserymen. In these cases plants have been sold at unreasonably high prices, the buyers disappointed. Watch out for this situation again.

Everbearers are all right—they are fine. They are an out of season delicacy, a favorite dish with all the family, and a fancy dessert for guests. Plants are handled just the same as other strawberries. They are set early and kept cultivated; all blossoms are kept clipped off until plants are well established about July 1, after which they are allowed to develop and fruit is available until frost.

MASTODON

Mastodon has the same place in the Everbearer field that Premier has in the commercial line—it is the standard of comparison for all other kinds. Adapted to a wide area, it does well under many different climatic conditions.

The plants are very large and heavy, with deeply crinkled and ribbed leaves, dark green. Not a good plant maker, it does well enough if well cared for to make a good fruiting row for the following year. Mastodon has this advantage—in the spring following its setting it will make a very nice crop of spring berries.

The berries are large, dark red, very glossy, and have a very agreeable flavor. They are too soft to handle well for the market. Its mild flavor makes this variety one of the best for freezing that we have found.

STREAMLINER

Streamliner is one of the newer everbearers that has given a very satisfactory performance in many sections. So many good reports have come in for it that we must think it very worthy of a complete trial.

Streamliner runs freely to make a very nice row. The leaves are dark, smooth, glossy, definitely cupped, with serrated edges.

The berries are nice-sized, dark red, rather rough, with a very nice flavor.

GEM

We think more highly of Gem as one of the very best of the everbearers as we read the lengthy descriptions of Superfection and Brilliant. For everything said of these two varieties applies to Gem, as they are all the same, we think.

In some ways Gem is superior even to Mastodon. It makes runners much more freely, and the berries are generally larger and firmer—firm enough to stand handling quite well.

Gem plants are smaller than Mastodon, but when set on fertile soil the foliage becomes quite rank, and is free of the leaf spot to which Mastodon is somewhat subject. Leaves are smooth and waxy looking. The berries run large, with rounded tip, have a very nice appearance, somewhat tart.

SUPERFECTION, Brilliant

When we obtained our foundation stock of Superfection a few years ago, we could see no difference between this "new" everbearer and the Gem we had cultivated for many years.

Since that time we have seen these two everbearers alongside the "new" Brilliant in several plantings, and we can see no difference. We are led to believe that these three varieties are the same. Gem is capable of performing the same good production feats credited to Brilliant, and so is Superfection.

In the Ohio tests, Superfection, Brilliant and Gem made the best records in the plantings where the saw dust mulch system was used. We can recommend them very highly.

GEMZATA

The Wayzata was the everbearer which produced the sweetest berries we have very known. Unfortunately, this variety made hardly any runners and it was very difficult to propagate. Gem was crossed with Wayzata to make Gemzata, resulting in an everbearer having some of the best qualities of both.

Gemzata runs as freely as Gem, with the plants having the rough appearance of Wayzata. Berries are large and sweet, about equal to Gem in firmness, very nearly the same color.

One of the best of the everbearers, and one that does pretty well in the spring, too.

Directions for Purchasers

We pay transportation charges only when plants are ordered at the 100 rate.

All other prices are f. o. b. Pierceton, you pay transportation.

Shipped by either parcel post or express. **Be sure to tell us how to ship.** Large orders we send express unless otherwise directed, small orders by parcel post.

A special commodity express rate applies to out of the state strawberry plant shipments from our express station. This rate is much lower than regular 2nd class express.

If sufficient money to pay parcel post charges is not sent with order, plants will be sent C. O. D. for the amount of the postage due, for we cannot keep accounts and send bills for small items of postage.

Be sure to send sufficient postage, **as any excess will be refunded.**

Shipping weight varies with season and variety, but will approximate 4 pounds per 100 plants.

Please write your name and address very plainly.

Please note our address is PIERCETON, not PRINCETON.

We are located on State Road 5, eight miles north of its intersection with U. S. Road 30.

Certificate of Nursery Inspection

Indiana Department of Conservation, Division of Entomology

No. 443

Indianapolis, Indiana, August 26, 1952

This is to certify that Nursery stock grown by Fairview Fruit Farm, (Glenn P. Galloway) located at Pierceton, Indiana, consisting of 21½ acres, has been inspected by the undersigned or his authorized representative on May 15, 1952, and August 18, 1952, in compliance with Chapter 177, page 291, Indiana Acts of 1907, and has been found apparently free from destructively injurious insects and plant diseases.*

This certificate covers strawberry plants and red raspberry plants and is valid unless revoked for cause, until August 1, 1953.

Signed: FRANK N. WALLACE
State Entomologist

Our References—Farmers Loan and Trust Co., Columbia City, Indiana; Postmaster, Pierceton, Indiana; Express Agent, Columbia City, Indiana; Frank N. Wallace, Indiana State Entomologist.

* Strawberries double inspected for detection of red stele disease.

1953 PRICES

| Variety | 50 | 100 | 1,000 | 5,000 per 1,000 | 10,000 per 1,000 | 25,000 per 1,000 |
|----------------------|--------|--------|---------|-----------------------|------------------------|------------------------|
| ✓ Premier _____ | \$1.25 | \$2.00 | \$11.00 | \$10.75 | \$10.50 | \$10.00 |
| ✓ Fairfax _____ | 1.25 | 2.00 | 11.00 | 10.75 | 10.50 | 10.00 |
| ✓ Catskill _____ | 1.25 | 2.00 | 11.00 | 10.75 | 10.50 | 10.00 |
| ✓ Temple _____ | 1.25 | 2.00 | 11.00 | 10.75 | 10.50 | 10.00 |
| ✓ Dorsett _____ | 1.25 | 2.00 | 11.00 | 10.75 | 10.50 | 10.00 |
| ✓ Chesapeake _____ | 1.25 | 2.00 | 11.00 | 10.75 | 10.50 | 10.00 |
| ✓ Midland _____ | 2.00 | 3.50 | _____ | _____ | _____ | _____ |
| ✓ Robinson _____ | 1.25 | 2.00 | 10.00 | 9.75 | 9.50 | 9.00 |
| ✓ Dunlap _____ | 1.25 | 2.00 | 10.00 | 9.75 | 9.50 | 9.00 |
| ✓ Blakemore _____ | 1.25 | 2.00 | 10.00 | 9.75 | 9.50 | 9.00 |
| ✓ Aroma _____ | 1.25 | 2.00 | 10.00 | 9.75 | 9.50 | 9.00 |
| ✓ Big Joe _____ | 1.25 | 2.00 | 10.00 | 9.75 | 9.50 | 9.00 |
| ✓ Gibson _____ | 1.25 | 2.00 | 10.00 | 9.75 | 9.50 | 9.00 |
| ✓ Mastodon _____ | 1.50 | 2.25 | 17.50 | _____ | _____ | _____ |
| ✓ Gemzata _____ | 1.50 | 2.25 | 15.00 | _____ | _____ | _____ |
| ✓ Gem _____ | 1.50 | 2.25 | 15.00 | _____ | _____ | _____ |
| ✓ Superfection _____ | 1.50 | 2.25 | 15.00 | _____ | _____ | _____ |
| ✓ Streamliner _____ | 1.50 | 2.25 | _____ | _____ | _____ | _____ |

500 or more at the 1,000 lot quotations.

On small orders of less than 500 plants we pay the postage at the above prices.

We do not pay transportation charges when the price is figured on the 1,000 lot basis.

Please read carefully the instructions to customers on page 22.

OUR GUARANTEE

We guarantee our plants to be true-to-name, dug from new beds, free from injurious plant diseases, of the best quality the trade affords, and to reach you in good growing condition.

If the plants are faulty in any way and we are notified at once upon their arrival in your hands, we will either refund the purchase price or replace the stock, at the buyer's option.

On account of the fact that growing conditions are far beyond our control, we cannot be responsible for the success of the crop, and in no case will we be accountable for more than the original purchase price.
